

Gold Medal's Lost Luster

Dear Tim:

I don't know if you watch that show *Dancing With The Stars* or not, but one of the people who made it a long way in the competition is Shawn Johnson, a gymnast who won a gold medal at the Beijing Olympics. One of the other "stars" who's been on that show is a women's beach volleyball gold medalist. Is it just me, or does winning a gold medal not get you what it used to? Olympic champions like Bruce Jenner, Mary Lou Retton and Carl Lewis used to have endorsements out the ying yang. Now the best you can hope for is to be cast in a TV game show? Doesn't a gold medal mean anything anymore?

-Stunned on Stella

Dear Stunned:

I don't know about Olympic champions, but a gold medal still means a lot in the food business. Like Lucero Extra-



DEAR TIM

Virgin Olive Oil. It recently won a culinary gold medal and now we're stocking it on our shelves in aisle 3. It may not be a *Wheaties* box or a spot on *Dancing With The Stars*, but it beats sitting at an autograph table at the Des Moines auto show.

Dear Tim:

You're a parent. Is it better to give your kids more choices

or fewer?

-Choosy on Chaucer

Dear Choosy:

As a dad, I say fewer. As a grocer, I say more. That's why we carry eight flavors of our new Flavor Burst ice cream. Because it's fun watching you fume when you're running late for an appointment and your daughter can't decide which flavor ice cream goes best with her outfit.

Dear Tim:

I need to write a commencement speech. Any advice?

-Grad on Grandview

Dear Grad:

Yes. If it's a graduation ceremony I'm going to be attending, my advice would be to keep it short. Otherwise, take all the time you like. Your parents brought the video camera for a reason and we'll sell more bottled water and sunscreen.

Dear Tim is presented as a public service by Tim Huffman, owner of Huffman's Market. Write to him in care of Huffman's Market, 2140 Tremont Center, Upper Arlington, Ohio, 43221, stop by and say hi, or visit www.huffmansmarket.com.